

FORSYTH PRIVATE LABEL REQUEST

ACCOUNT NAME:	C. A. BURKE	INDIRECT RETAIL CHAIN
ADDRESS:	545 FIRST AVENUE	X DIRECT ACCOUNT
(No P.O. Boxes)	ROSELLE, NJ 07203	DIRECT RETAIL CHAIN
CHAIN ID/DA #	083160	

(SUPPLIER(S) NAME AND #)

STORE TYPE _____ (C/S, SM, ETC.)

RJR MERCHANDISING PLAN: YES NO

IF D/A: PRESENT P/L BRAND(S) WAVE, SUMMIT
ANN. RJR DOLLAR VOL. \$2,300,000 PRESENT P/L ANN. CASE VOL. 390 cases/yr.

RATIONALE FOR PRIVATE LABEL: BAT currently has 63% of Savings, RJR has only 23% of Savings. Wave does 50% of the PL business. We need a Forsyth entry to take some of this business and to support contract and accrual needs in retail stores serviced by C. A. Burke.

COUNTIES AND STATES NEEDED: Middlesex, Somerset, Union, Monmouth and Essex
counties (all in NJ).

Lanny Wolfe 1240

INITIATOR'S NAME & DIV. #

(Please Print)

VOICE MAIL # 48795

AVP SIGNATURE

RETAIL BONUS \$

(CALCULATED BY S/A OFFICE)

BRAND AVAILABLE _____ PLACED ON HOLD UNTIL _____
PICTURE/UPC'S SENT YES NOT YET AVAILABLE (NEW BRAND)
BLANK AGREEMENT SENT

51849 3844